

REMARKS

The Office Action of 07/13/2007 has been carefully considered. Reconsideration in view of the foregoing amendments and the present remarks is respectfully requested.

The addition of headings to the specification was suggested. As such headings are not required and have in the past been known to affect the scope of protection afforded, Applicant respectfully declines.

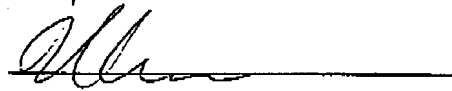
Claims 1-10 were rejected as being unpatentable over Ishida in view of Tomita further in view of Haddad. The claims have been amended to more clearly distinguish over the cited references. Reconsideration is respectfully requested.

In particular, the claims have been amended to make clear that a supply voltage applied to individual ones of the memory cells is reduced in order to reduce drive strengths required to write data into the individual ones of the memory cells, relative to a drive strength of the bit line circuits, in dependence upon a number of memory cells being simultaneously written, at least during simultaneous writing of data into the memory cells in a plurality of the rows.

Haddad is not believed to teach or suggest reducing a supply voltage applied to individual ones of the memory cells and hence reducing drive strengths required to write data into the individual ones of the memory cells as presently claimed.

Withdrawal of the rejections and allowance of claims 1-10 is respectfully requested.

Respectfully submitted,

A handwritten signature in dark ink, appearing to be 'M. Ure', is written over a horizontal line.

Michael J. Ure, Reg. 33,089

Dated: 10/15/2007